

The Society of
Those Who Touch with
a Healing Hand



News and Information
from
NYSSMMT

In This Issue

Letter from Our President

Carol S. Kessler shares her thoughts and greetings for 2012.

Legislative Updates

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ART RIGGS - International lecturer and Certified Advanced Rolfer

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Our online newsletter is interactive. Click on a web address, Ad or e-mail to be quickly connected.

Spring
Issue

Mar.
2012

A Welcome Letter from Our President, Carol S. Kessler

Hi Everyone,

We are excited to have several wonderful firsts happening this year. With the implementation of the new Continuing Education requirements for massage therapist we have lined up a bevy of enriching and innovative workshops. Our first CE earning workshop of 2012 was one which I love to teach - Cupping and Gua sha. It was well worth attending and all who participated went back to their offices Wednesday morning able to apply all the techniques they learned.

Our summer seminar is totally unique and exclusive to NYSSMMT! The "Massage Throw Down" will feature experienced massage therapists, like you. Successful massage therapists will share the best of their winning moves. In a nutshell, it's a massage therapist's version of Iron Chef® meets Show and Tell.

Finally, the Society will be the first professional massage organization in the State of New York, to offer a workshop with Art Riggs - international lecturer and Certified Advanced Rolfer.

Details about all of our offerings are in this newsletter. Let's learn and have lots of fun while meeting the new requirements. We look forward to your participation in many of the Society's year of firsts.

*Sincerely,
Dr. Carol S. Kessler, PhD, LAc, MS, LMT
President, NYSSMMT*



Save the Date - 2012

Innovative Skill Building Seminar
Massage Throw Down and Share!
June 6

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Our first official Continuing Education granting workshop

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Legislative Update

Dear Colleagues,

First I wish to thank the Board of Directors for entrusting me with the position of Chair Of Law & Legislation.



Bill S5869 - Prohibits limitations in health insurance contracts or policies with respect to coverage of massage therapy performed by a licensed massage therapist.

A major focus for the Society this year is to have Bill S5869 (formerly S2356) make it through legislation. The bill will not only place us in the N.Y. Insurance Law but also mandate insurance companies to cover massage therapy when performed by massage therapists. Presently, massage is only covered when performed by Chiropractors, P.T.s, M.D.s and other health professionals. If the bill were to pass, LMTs can opt to either accept insurance or to give the patient a super-bill and have the patient seek reimbursement on their own.

Even though we appear to have a sponsor in Albany, several Senators still need to be convinced about LMTs' education and qualifications. I am planning to meet with our sponsor and will keep you informed.

To keep tabs on any New York State Senate legislation related to massage therapy

1. Go to: open.nysenate.gov/legislation
2. In the search box type "massage therapy". Using quotation marks tells the search program that the keywords are together in the exact order written.
3. Pressing the Search button will display all legislation with the phrase "massage therapy"



We always like to hear from you with your questions, ideas and any constructive comments.

Warm regards,
Barbara Joel, LMT
Chair of Law & Legislation

Earn 3 Free Hours of Massage Continuing Education

Earn Credit for Three Hours of Continuing Education to Meet the 36 Hours of Continuing Education Needed for Triennial Registration.

As a licensed professional in New York State, it is your professional responsibility to know the laws, rules, regulations governing the practice of massage therapy and to be alert to changes in those requirements and to be aware of how these apply to your practice.

To help you keep informed about these laws, rules, regulations and standards of practice, the Department has prepared a self-examination, which can also be used to gain credit for three hours of continuing education to be used once in each triennial registration period. Credited hours may not be carried from one triennial period to another, but the self-examination can be taken once in each triennial period. The questions will be changed at various intervals.

For complete instructions go to: www.forms2.nysed.gov/op/prof/mt/mtcetest.cfm

For additional information and links regarding Massage Therapy Continuing Education such as a listing of Approved Sponsors, and Provider Application go to: www.op.nysed.gov/prof/mt/mtcenotice.htm

Looking Forward

2012 EVENTS

NYSSMMT is pleased to welcome
**International Lecturer Art Riggs,
Certified Advanced Rolfer®, CMT**

This will be Mr. Riggs' first
presentation in New York State



Cultivating a Powerful and Soft Touch:
*Strategies for Treatment with Deep
Tissue Massage and Myofascial Release.*

This workshop covers much more than
techniques or strategies and is designed
to have massage therapists return home
with dramatically different approaches
to working with tissue, no matter
what kind of work they specialize in.

September 8-9th
Hudson Valley Hotel & Conference Center
90 Route 17K
Newburgh, NY 12550
Hotel Tel. 845 564-9020

Early Bird Cost by August 10, 2012

NYSSMMT Members | Non-Member
\$300 | \$350

Full Price Cost After May 23

\$350 | \$400

Hours: 16 Continuing Education Hours

Transportation Options - Newburgh, NY

- Coach USA/Shortline Bus
www.coachusa.com/shortline/



- Stewart International Airport

Guests of the Hudson Valley Conference
Center are advised to arrange complimentary
shuttle service to and from bus and airport
terminals. The hotel number is listed above.

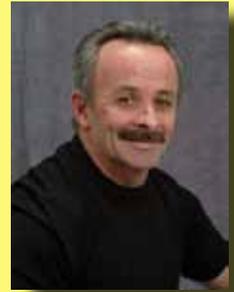
Save the Date

Back by Popular Demand!

International Lecturer James Waslaski, AA, LMT, CPT

ORTHOPEDIC MASSAGE FOR COMPLICATED:

- ◆ Elbow, Forearm, Wrist & Hand
- ◆ Cervical Area ◆ Lower Extremities



Dates: Saturday & Sunday March 10 & 11, 2012

Time: 9:00 AM to 6:00 PM each day

Location: Hyatt Regency Long Island at Wind Watch Golf Club
1717 Motor Parkway, Hauppauge, NY 11788
Make hotel reservations separately: (800) 233-1234

Bring: Table, Sheet, Towels, Shorts, Sports bra for women

Cost: For payments received by Feb. 10, 2012

NYSSMMT Members \$275
Non-Members \$325

After Feb. 10, 2012

NYSSMMT Members \$325
Non-Members \$375

Hours: 16 CEHs (must attend both days to be awarded CEHs)

For course description and fast online registration go to:

nysmassage.org/events.cfm

For other questions e-mail: workshops@nysmassage.org

Have Questions or concern? Here's how to contact the Society.

Workshops: workshops@nysmassage.org

Membership: members@nysmassage.org

Newsletter: editor@nysmassage.org

For General Inquiries e-mail us at: info@nysmassage.org
or leave a voice mail at: 877-697-7668

The Lowdown on the Massage Throw Down

In my opinion, the best way to become better at what you do is to keep learning and to keep learning from the best people in your field. In more lucrative economic times, I regularly booked massage sessions with local massage therapists. Of the therapists whom I considered to be superior, I booked more than one appointment to study the best of their techniques. Yes, performing this research was an investment of time, energy and money but over time I more than recovered my investment by adapting the best of the best ideas to form my unique massage style. The reality of economic times forced me to cut back on precious and enjoyable therapist research until now.



Highest Form of Flattery

Shortly after joining NYSSMMT in 2009, I began attending the NYSSMMT sponsored workshops. Much to my immediate delight, at each workshop I reaped the benefit of several tips, techniques, and strategies from each experienced massage therapist who presented the workshop. During Barbara Joel's "Anti-Gravitational" seminar she bestowed several pearls of wisdom upon us. One such pearl: wear a face mask when working at your supine client's head thus eliminating the worry of being self-conscious about breathing into your client's face. I also picked up some ideas simply by listening to the comments of other workshop attendees. Thank you Ellen Neiman for mentioning the idea of propping up client's shoulders when they are in a prone position on the table. My clients have responded very positively to this tip. My spin: In the winter, keep the shoulder bolsters (small rolled towels) on a warm radiator prior to placing them under the client's shoulders.

Show and Tell

It was Susan Gelbman's "Relaxing the Client" seminar which sparked the idea of the "Massage Throw Down. After several therapists tried Susan's "double arm throw" technique, we spontaneously began demonstrating relaxation techniques that worked best in our individual practice. As I lay there relishing a variety of techniques, the thought struck me - "Imagine being

"Imagine being in a room full of massage therapists and every therapist brings their best moves – their boss moves!"

in a room full of massage therapists and every therapist brings their best moves – their boss moves!" That thought was exciting enough, then it occurred to me how drastically this would reduce time, effort, and cost for this type of research. In New York City, a 75 to 90 minute session with a top-notch therapist can easily cost \$150 and up. Now multiply by 5 treatments plus tip, transportation costs and now we're talking over \$850 during the course of a year or at least several months. Yes it can be considered a business expense, but why spend all that money and time, if there is a more efficient way to achieve the same goal and it could be presented in a few hours of one day? I figured I might be on to something good, now how do I make it fun. Let's face it, good is okay but good + novel + fun is the ideal combination.

Throwdown and Grow

Occasionally I watch the Food Channel's *Throwdown! with Bobby Flay*. An impressive characteristic of Bobby's is how seriously he takes a competition yet how appreciative and willing he is to learn from local chefs. Mr. Flay, a world class chef featured on *Iron Chef America*, is genuinely gracious even when his throw down dish doesn't earn top billing.

The Massage Moves Throwdown is a marriage of the concept of Bobby Flay's Throwdown and Show and Tell. All licensed massage therapists, (yes - that means you), are invited to share your most crowd pleasing moves, tips, and strategies. By sharing only the best moves and ideas with each other, we will have solved the issue of time, expense and receive priceless content. In essence, the Massage Moves Throwdown is a short cut for checking out the competition. In a difficult economy, refining your competitive edge can be the difference between surviving and thriving. The other upshot of meeting like minded therapists is you will instantly have a network of referrals. There are many times throughout the year in which I am unable to accept a new client. This is where having experienced several massage therapists, comes into play. I am able to refer the prospective client with complete confidence.

Got Moves - Get Moves

You will work on several of your colleagues who will be your "clients". Your colleague/clients will grade you and the top 3 finalists will show their boss techniques or strategies for all to share. The top finalist will be declared NYSSMMT's 2012 Massage Throwdown Boss. There will be prizes and raffles valued at over \$200.

Whether you have signature massage moves that wow the lucky individuals in your practice or if you're looking to add to your repertoire, this friendly show and tell competition provides the perfect venue to share some of your secret skills. You'll come away with so much more to add to your practice. Spend a little time, get a lot!

I look forward to seeing you there,
Denise H. Williams, LMT

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Linda Savodnick
Administrative Assistant

Volunteer!

Are you a well organized person who can work independently as well as being a team player? Then the Society would welcome your valuable skills and energy. Here are a few ways to get involved:

Membership Secretary

Conference Planning Committee

Get more information about any of the above open positions or to find out about the rewards of volunteering. Call our toll free number: 1-877-NYSSMMT (1-877-697-7668) or send an e-mail to us at:

members@nysmassage.org

We look forward to hearing from you.

INNOVATIVE
SEMINAR

A SOCIETY
EXCLUSIVE

Massage Moves THROW DOWN!

A LMT's version of Iron Chef® meets Show and Tell

Date: Wednesday June 6, 2012

Time: 1:00 PM to 5:00 PM

Location: TRS Professional Suites
44 East 33rd St. 11th Floor (Madison - Park Avenues)
NY, NY 10016

Bring: Sheet, Towel, Shorts, Sports bra for women

Cost: *Early Bird by May 23, 2012*

NYSSMMT Members \$60 | Non-Members \$100

Full price after May 23, 2012

NYSSMMT Members \$75 | Non-Members \$120

Hours: 4 Continuing Education Hours

Register early - Table availability will be limited.

❖ **Raffle and Prizes valuing more than \$200** ❖

Start polishing up your best boss moves, strategies and techniques for this friendly competition. You are guaranteed to pick up new tips to enrich your massage practice and increase client satisfaction. Share your tips with like-minded therapists.

For complete details and to assure your spot register at:

nysmassage.org/events.cfm

For other questions e-mail: workshops@nysmassage.org

General Meeting and 5 Hour Cupping Workshop

Our most recent general meeting and Cupping Workshop took place this past January 17th, in Bayside Queens, NY at the Adria Hotel and Conference Center. This marked our first seminar for which we officially confer continuing education credits. Dr. Carol S. Kessler, PhD, LAc, LMT shared valuable information regarding the ancient art of cupping along with modern development and new tools for performing Gua Sha.



Top Left: Frank Casucci practices gliding cupping under Carol's watchful eye.

Top Right: Carol demonstrates Guasha, scrapping technique as Denise Williams intently looks on.



Below left: Frank receives gliding cupping.

Below right: At the day's end - a group picture of happy seminar participants.



Front Row (L-R): Kira Brooks, Renee' Amico-Taback, Carol Kessler, Denise Williams, Virginia Arnold
Back Row (L-R): Charles Taggard, Barbara Joël, Susan Gelbman, Frank Casucci, David Heller, Stephen Kaiser

The 2012 NYSSMMT Board of Directors looks forward to serving you.



Dr. Carol S. Kessler, PhD (OM), MS, LAc, LMT
President/Board Member



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Vice President/Board Member



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Legislative Chairperson/
Board Member



Laura Zinnanti, LMT
Illegal Massage Task Force/
Board Member



Dierdre O'Malley, LMT
Board Member

Ortho-Bionomy®

Correct Application of the natural laws of Life

Mar. 31-Apr 1 Phase 5 with Darlene Smith

Learn to sense the subtle movements in the tissue and joints. It is recommended that you have taken another Ortho-Bionomy class.

Apr. 15, 22 Foundations of Ortho-Bionomy Focus on the spine

In this introductory class learn the principles and practice techniques for the spine and pelvis. Open to everyone.

May 19-20 Postural Reeducation and Post techniques

Use the principles and techniques to work with posture and scoliosis. Post Techniques are used to integrate what we do with our clients and some techniques can be used to help us assess. Open to everyone, but recommended you take a Introductory class.

Classes will be at the Executive Inn at Woodbury 8030 Jericho Turnpike Woodbury- Long Island, NY. Classes are from 10am-6pm.

Phase 5 275.00 if paid 30 days before class 290.00 after.
Foundations or Post. and Post 255.00 if paid 30 days prior 275.00 after.
Make checks to Michael Miller .If you want more information please contact me at 516 974-3882 or mikeandcheck@netzero.com. For more information about Ortho-Bionomy please visit our website www.ortho-bionomy.org.

Healing Light Reiki and Massage

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New York State Licensed Massage Therapist



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Ad Submission Date - Publication Date

Feb. 5, 2012 - Spring - Mar. 7 May 5, 2012 - Summer - Jun. 4
Aug. 5, 2012 - Fall - Sep. 4 Nov. 5, 2012 - Winter - Dec. 5

DISPLAY ADS - per issue

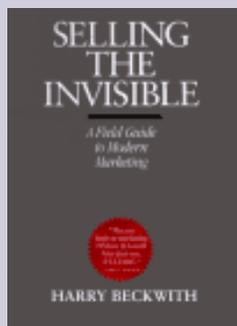
1/8th / business card	\$ 75.00
Quarter page ad	\$ 125.00
Half page ad	\$ 175.00
Full page ad	\$ 250.00

20% Discount for 3 or 20% discount for 4 or more issue display ad insertions. Members receive an additional 20% off all display ad rates.

CLASSIFIED ADS

Up to 25 words	\$ 50.00 (\$25.00 Member)
26 to 50 words	\$ 75.00 (\$50.00 Member)

MESSAGE BUSINESS MATTERS



Don't Be Invisible - How to Sell the Service of Massage

Selling the Invisible: A Field Guide To Modern Marketing by Harry Beckwith
Warner Books, New York, 1997

Harry Beckwith's book opened my eyes to the differences between selling a physical product versus selling an invisible one. Having read this early during my career as a massage therapist help me to quickly correct some classic mistakes of the newly minted massage therapist. I started out by trying to appeal to everybody which was exhausting and left me feeling unfulfilled and undefined as a therapist. To paraphrase Beckwith, if you want to broaden your market, narrow your scope. I now specialize in clinically oriented rather than spa type massage. Clinical work is simply more appealing to my geek-like brain which loves to solve problems.

A second and most important faux-pas was my initial pricing. The only model I understood was the one based on selling tangible items. You know what I mean - "buy one..get one" etcetera. One gem of advice that stood out was "Setting your price is like setting a screw. A little resistance is a good sign." Even in this tough economy, I raised my prices by 15%. I now get fewer bargain hunters and more people who understand the value of a excellent therapeutic massage.

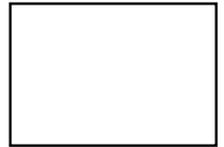
Overall, this is an excellent book that contains many reasons as to why service marketing is different and how to keep yourself visibly above the competition. Even though the book was prior to this recent economic downturn, the advice is still quite applicable. I recommend this book to both beginning practitioners to get a quick leg up, as well as veterans looking to try business boosting ideas that are applicable for service oriented businesses. Check your local public library for a copy.

Warmest Regards,
Denise H. Williams, LMT

This does not constitute a product endorsement. The material provided is informational and is solely the opinion of the author.



New York State Society of
Medical Massage Therapists, Inc.
P.O. Box 442
Bellmore, NY 11710-0442
www.nysmassage.org



– *The Society of Those Who Touch with a Healing Hand* –

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About NYSSMMT



The New York State Society of Medical Massage Therapists is a not-for-profit organization, whose sole purpose is the education and advancement of

the Massage Therapy profession. The Society was incorporated under the laws of the state of New York in 1927. As such, it is the longest running established massage organization for our profession in the country.

BENEFITS OF MEMBERSHIP

Whether you are a student or a seasoned professional, as a member you will be able to share career enhancing information and ideas with your colleagues. Here are a few reasons for joining NYSSMMT:

- “Find a Therapist” search feature allows potential clients or employers to easily find you.

- Choice of two insurance malpractice/liability providers: Pick the one that suits your needs.
- Student Preferred Membership Rate: \$50.00 instead of \$100*.
- Discounted Members Only Rates: Stay on the leading edge with continuing education seminars, workshops. Preferential Membership advertising rates also available.
- Law & Legislation Updates: Stay informed about legislation related to massage that affects you and your clients.
- Valuable Information Exchange: Make connections with others in the field of massage therapy.

* Subject to change without prior notice

For fast and easy online registration or renewal go to

www.NYSmassage.org

then Click the Join Now! Button

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